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Kentucky Crafted: The Market 2004 We Got It Made In Kentucky!

The Kentucky Craft Marketing Program (KCMP) is busy making sure that shoppers will "Get it made in Kentucky" at Kentucky Crafted: The Market, 2004. Now in its 23rd year, this award-winning annual Kentucky handcrafted gift market is scheduled for the Trade Only on February 26th and 27th and the public on February 28th and 29th at the Kentucky Fair and Expo Center, South Wing A, Louisville. For the ninth year, the Southeast Tourism Society has selected the Market as one of the top twenty events in the southeast.

The Market contributes to Kentucky's 252 million dollars in annual craft sales and the additional 147 million dollars in economic impact that is derived from out-of-state sales. "The Market is a collaborative effort among several state agencies and cabinets which promote Kentucky's rich cultural heritage while supporting the state's economy and generates 2 to 3



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million dollars in direct sales, annually," said Fran Redmon, Kentucky Craft Marketing Program Director.

Nearly 300 exhibitors are expected to participate in the 2004 Market. Joining The Market for the first time will be 57 new exhibitors, including three in the food section, 29 juried craft participants, 17 out-of-state guest exhibitors, two publishers, four visual artists, one Kentucky organization and one Kentucky Wood Products Competitiveness Corporation exhibitor. The gallery section, featuring 48 exhibitors is back for the second year and is comprised of crafts and visual arts that are one-of-a-kind and limited-production items ideal for museums, collectors and commissions.



Buyers shopping with Owl Creek Pottery.

For Retailers

This year's Market slogan, "We Got It Made In Kentucky," reflects the breadth of quality artisan products available in Kentucky and KCMP's newest and most innovative program initiative, which works directly with artisans to develop specialized products for the marketplace. Product development grants available to craft and visual art exhibitors enable them to partner with retailers, including state park gift shops and corporate gift buyers, in developing products for their inventories or for the promotion of their company or services.



Overhead view of Kentucky Crafted: the Market 2003.

The Kentucky Retail Federation, a statewide group that

represents the retail community, continues their support this year by sponsoring a buyers breakfast and workshop featuring Linda Hurst, director of exhibits/graphics for Kentucky's nationally acclaimed Corman and Associates, Inc. located in Lexington.

The KCMP and Department of Agriculture will also partner with the Kentucky Retail Federation to present the Kentucky Crafted Top Retailer Awards to an outstanding in-state retailer, a Kentucky Proud food retailer, a Kentucky state park gift shop manager and an out-of-state retailer. Top Retailers are recognized for their efforts to purchase and promote products from exhibitors at The Market and for the strength of their business relationships with these vendors. One of last year's top retailer award recipients, Don Wallace, senior vice president of Forever Resorts, Scottsdale, Arizona said, "We were very impressed by the quality of craft offered at the Kentucky Crafted Market. Every booth displayed beautiful handcrafted works of art in a wide variety of mediums and price points. We met several artists and found many new resources for our Forever Resorts stores."

The Product Showcase area, "The Nature of Kentucky," will feature products related to the garden. "This is the second year this Market area will focus on the garden because of the continuing trend among consumers who purchase these items for their home," says Nancy Atcher, Product Development Coordinator.



Garden Showcase, 2003

Exhibitor Benefits at the Market

Awards will be given to exhibitors during the annual Awards Dinner, sponsored in part by National Processing Company (NPC), and will include awards for Best of Show, Best Overall

Booth, Best New Exhibitor, Best Out-of State Exhibitor, Exhibitors' Choice, and the Department of Agriculture Kentucky Proud Food Products Award. Linda Hurst, who will also conduct individualized booth display critiques, will select the exhibitor awards.

A silent auction held during the trade days concludes at the Friday night Awards Dinner. Proceeds from auctioned items donated by exhibitors help fund scholarships that will allow a number of new exhibitors to participate in the 2005 Market. This is one way in which the Craft Marketing Program supports emerging craft businesses, while providing an influx of new products into the show for the retailers.

The Kentucky Arts Council (KAC) will promote the work of artists who have received Kentucky Arts Council Fellowships or who have been accepted into programs such as the Performing Arts on Tour Directory. The KAC booth will include the works of Kentucky artists in the form of recorded music and videos for sale to wholesale and retail customers.

Especially for the Public

The Kentucky Cultural Stage will feature new performing artists from the 2004 - 2005 Kentucky Arts Council's Performing Arts Directory and the Kentucky Folklife Program's Roster of Traditional Music. A diverse sampling of Celtic, bluegrass, jazz, folk, soul, and even Andean flute music sets the stage for Saturday, February 28, and Sunday, February 29. Additional performances by participants from the Governor's School for the Arts will also be featured on Saturday morning along with food demonstrations from Kentucky Proud exhibitors and traditional storytelling on Sunday afternoon.



Media covers 2003 Market.

The Kentucky Folklife Program will present some of the very best artists working in community-based craft today in a special demonstration area new to The Market this year. For generations, the basketmaking traditions of South Central Kentucky have remained a source of regional pride and sustainability for many area families. On Saturday and Sunday this area will include members of the newly formed Mammoth Cave Basketmakers Guild who will demonstrate their construction techniques using regional materials and locally-learned skills.

Teacher Seminar

KAC Circuit Rider, Judy Sizemore, will assist KCMP for the third year, in presenting a professional development seminar for teachers on Friday. This popular seminar allows teachers to interact directly with some of Kentucky's finest craft artisans. Teachers who attend will learn how to integrate field trips to festivals, hands-on craft activities, and visiting artists into their curriculum and core content. Instruction will be offered on accessing grant funds for visiting artists and art or crafts projects. They will receive updates about current craft initiatives in the state and other education and career opportunities.

Making Plans to Attend

This year's University of Louisville basketball schedule is official, and KCMP staff urges everyone to come to The Market early on Saturday by 11:00 a.m. or after 1:30 p.m. The Kentucky Fair and Expo Center (KFEC) is making an extra effort to ease traffic and congestion associated with parking and gaining access during the Market. Some parking lots are being redesigned to accommodate more space, additional shuttles with clearly signed pickup locations are being added, and visitors will receive



Buyers admire glass work at 2003 Market.

a site map at the gate entrances. Additional directional signage will be posted throughout the facilities to assist visitors in locating their specific events. If you do plan to arrive around the noon hour, KFEC strongly encourages Market-goers to use Gates 2 and 4 off Crittenden Drive, or Gate 6 off Preston Highway.

Be sure and view the official Market program that will be published by Arts Across Kentucky magazine (Spring 2004 edition), available online at www.kycraft.ky.gov

For more information, call 888 KY CRAFT (592-7238) ext. 4801
Or visit our site at: www.kycraft.ky.gov

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Does Your Organization Have a DUNS Number Yet?

Federal Government Introduces new Requirement for Federal Grants

As of October 1, 2003, institutional applicants for federal grants from agencies including the National Endowment for the Arts, are required to provide a DUNS number as part of their applications.

What is a DUNS number?

Dun and Bradstreet (D&B) is a company that provides business information for credit, marketing, and purchasing decisions. Its "data universal numbering system," known as DUNS, issues unique 9-digit numbers that are used by businesses and the federal government to keep track of more than 70 million businesses world-wide. Some entities, such as States and universities, will also have what is known as "DUNS + 4," which is used to identify specific units within a larger entity.

Why does my organization have to provide it?

The federal government's Office of Management & Budget has adopted the use of DUNS numbers as a way to keep track of how federal grant money is awarded and dispersed.

Do all grant applications have to have a DUNS number?



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No. Only organizational applicants are required to provide their DUNS number. Individuals are exempt.

How do I find out if my organization already has a DUNS number?

Your executive director, business manager, board treasurer, or accountant is likely to know and be able to provide your organization's DUNS number if you already have one. Universities and most colleges, State entities and large organizations also are likely to already have DUNS numbers. If you aren't sure, ask the D&B operator when you call to get one (see phone number below).

Is there a fee for registering for a DUNS number?

No. D&B should not charge you a fee. You are also not obligated to purchase any of their products.

What's the easiest way to get a DUNS number if my organization needs one?

It only takes a day to get a DUNS number from D&B by phone (you may be on hold for a little while), but Internet applications can take up to 30 days! Note that an authorizing official, not a project director, of the organization should request a DUNS number. Call D&B's special toll-free number for federal grant applicants: 1-866-705-5711. When you call, tell the operator that you are applying to a federal grant program and need to register for a DUNS number. The process will take about ten minutes. You will be asked to provide the following information (subject to minor changes): Legal name of organization, physical address (and PO box if you have one), telephone number, Web address, name of the authorizing official (e.g., president, director, etc.), the purpose of your organization (e.g., non-profit dance company to perform and create work, museum that provides art exhibitions for the general public, etc.), total number of employees.

Your organization can also register for a DUNS number via D&B's website at <https://eupdate.dnb.com/requestoptions.html>. Choose the "DUNS number only" option. Please note that registration via the website may take up to 30 business days to complete.

U.S. CONFERENCE OF MAYORS 2003 ARTS POLICY RESOLUTIONS UNANIMOUSLY ADOPTED

Each year Americans for the Arts works closely with The U.S. Conference of Mayors to draft arts policy resolutions for consideration by the nation's mayors. This year, the following policy resolutions were unanimously adopted at USCM's Annual Meeting in Denver. Please go to the following links to download an official copy of these resolutions to share with the elected leaders and stakeholders in your community.

1. [Reaffirmation of the integral role of local arts agencies in America's cities](#)
2. [Reaffirmation of the important contributions of local and state public art programs nationwide](#)
3. [Increased funding for arts education within the U.S. Department of Education](#)
4. [Recognition of October as National Arts and Humanities Month](#)

National Endowment for the Arts Awards Challenge America Grants Kentucky Communities to Benefit



The National Endowment for the Arts announced in the late November the awarding of 86 grants totaling \$860,000 through the agency's Challenge America: Access to the Arts Fast Track Review grants. These grants feature a simplified application and expedited review processes.

Organizations in 39 states and the District of Columbia will each receive \$10,000 for projects that use the arts to address key community concerns. Most projects also represent a partnership between a nonprofit arts organization and other community organizations including schools, convention and visitors' bureaus, economic development agencies or libraries.

Arts Endowment Chairman Dana Gioia said, "These Challenge America Fast Track grants support communities across the nation in their efforts to cultivate local artistic resources and to provide greater access to the arts for both residents and visitors. Our investment in these communities is an investment in their cultural foundation."

- Challenge America: Access to the Arts Fast Track Review grants supports projects focusing on the development of:
- Cultural tourism and cultural districts, assisting local economic development and cultural publicity efforts;
- Civic design such as the design of public spaces and the restoration and renovation of cultural facilities and historic structures;
- Community cultural plans resulting in policies and strategies that reflect community needs.

The Arts Endowment received 154 applications for this category of which 31 were first-time NEA applicants, attesting to the program's role as a gateway for new Arts Endowment grantees.

Kentucky communities will benefit from this program through the work of two organizations that will receive Challenge America funding.

[Appalshop, Inc](#) of Whitesburg was awarded \$10,000 to support workshops to design a community arts space at a newly purchased local building. The project includes assessment of Appalshop's programs, facilitated meetings with community representatives, and a professional process to design space in the Boone Motor Company building, purchased in 1999. The facility will serve as a cultural resource for this largely rural, economically distressed region.

[The Kentucky Guild of Artists and Craftsmen](#) of Berea was awarded \$10,000 to support launching a new Web site, the Arts and Craft Insight Network, which will provide a compilation of arts and crafts learning opportunities in Kentucky. The guild will work with the Janice Mason Art Museum and the Kentucky Appalachian Artisan Center to collect information and develop a centralized database. The Kentucky Department of Tourism will assist in identifying the best method to begin publicizing the Web

site to tourists and other local resources.

Learn more about [National Endowment for the Arts](#) programs.

21 Cultural Organizations Receive Over \$13 Million in Wallace Foundation Grants -- Three Kentucky Organizations Awarded

Twenty-one cultural organizations in 15 states have been awarded grants totaling more than \$13 million by the [Wallace](#)



[Foundation](#) to help pioneer effective ideas and practices that can build public participation in the arts. Three Kentucky organizations were awarded a combined total of \$1,800,000 in awards over a period of four years.

This latest round of grants brings to 58 the number of arts institutions across the country with strong track records in participation-building that have received a total of more than \$43 million in support since 1999 under Wallace's Leadership and Excellence in Arts Participation initiative (LEAP).

Through LEAP, many museums, performing arts organizations and community cultural centers that are adopting customer-focused practices aligned with high-quality artistic programs are experiencing higher ticket sales; attracting new, more diverse patrons; or encouraging people to return for a greater variety of programs and activities. "In all of our work, we seek to support and share effective practices that help organizations expand learning and enrichment opportunities for all people," said M. Christine DeVita, the Foundation's president.

Each LEAP organization sets its own goals covering a wide range of possible activities including field testing programs, marketing, outreach and organizational strategies that hold promise for broadening, deepening or diversifying participation. Collectively, the goals of Wallace's LEAP initiative are twofold: to provide LEAP organizations with support to develop, experiment

and refine innovative and effective participation-building practices and strategies; and to share that information in ways that permit other arts organizations to adopt those strategies.

Kentucky participants in this program are:

[Appalshop](#) in Whitesburg was awarded \$700,000 over four years to broaden and deepen participation by low to moderate income regional and national audiences by increasing the number of local, regional and national presentations it offers. This community-based arts center will promote crossover participation among its many programs by creating the Appalshop Learning Center that will also offer multidisciplinary arts education programs.

[Blue Apple Players](#) in Louisville was awarded \$300,000 over four years to enrich relationships with their community by strengthening communications systems, improving production values, strengthening education programs and sharing lessons of effective practices with professional colleagues. This theater company will also recruit past participants to become actively engaged as volunteers, audience members, actors, staff, board members or potential donors.

[Speed Art Museum](#) in Louisville was awarded \$800,000 over four years to increase participation by target groups of families with children and youth in the Louisville metropolitan area. It will conduct audience research to inform the reinstallation of its permanent collection and programs in its Art Learning Center. Enhanced weekend programs for families and a new youth apprentice program will deepen the engagement of current participants and broaden participation to include new audiences.

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New KAC & KCMP Staff: Welcome to Our Team!

Melissa Nesselrode is no stranger to the Arts Council or the Craft Marketing Program or the Folklife Program. Beginning in mid-October, Melissa officially became the Arts Council's secretary and front desk receptionist after working in various capacities in our agencies on a temporary basis, from time to time over the past three years. Our constituents are very fortunate to have such a capable and friendly person as the first point of contact with the Arts Council. A native of Frankfort, Melissa grew up with a love for singing and dancing. She still resides in Frankfort with her husband Derek and three children Davis, 7, Erica, 6, and Miranda (the pistol) 2.



Melissa Nesselrode

Charla Reed has taken the position of arts program administrator for the Craft Marketing Program and is coordinating education and outreach programs. Charla has 13 years of experience in retail, both as manager for Berea College's Lexington craft store, and as director of craft sales with Shaker Village at Pleasant Hill. During her tenure with Shaker Village, Charla was honored as a Kentucky Crafted Top Retailer. Charla wore several hats at Shaker Village, including coordination of the prestigious annual Shaker Village Craft Fair. Charla lives in Nicholasville with her husband Mike, their son Camden, and their new son Carter Ryan born on December 4, 2003, weighing in at 6 lbs., 4 oz. and measuring 18.5 inches long. Congratulations Charla and family!



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E-mail: kyarts@ky.gov

Kim Leingang joins the CMP staff as administrative secretary serving as the office manager. Prior to taking this position, Kim worked with the Kentucky Higher Education Assistance Authority. She moved to Kentucky from Florida over two years ago where she worked in a number of positions with the Freeman Decorating Company. Kim is continuing her education in Business Administration at Kentucky State University and does floral arranging in her spare time. Kim lives in Frankfort.



Kim Leingang

KAC welcomes these new members of our staff!

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ky.gov Changes URLs and E-mail Addresses for Arts Council, Craft Marketing Program, Folklife Program and All Staff

Just a friendly reminder - as of November 1, 2003, the Arts Council became compliant with the Kentucky dot gov mandate. With new communications regulations allowing state governments to use the .gov extension, Kentucky is making the enterprise-wide switch. Although it might be cumbersome to go in and reset your "favorites" or change your listings in your "address book," over the long term it will make state government more accessible. Please note the following updated Web and e-mail addresses:

Kentucky Arts Council <http://artscouncil.ky.gov>

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- Benjamin, John S. john.benjamin@ky.gov
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Arts Council Introduces New ABC Grant Program Kentucky Communities to Benefit

In light of severe budget constraints, the Kentucky Arts Council has folded several of the discontinued grant programs into the newly designed **Arts Build Communities** (ABC) program that forges partnerships between artists, arts organizations, schools and non-arts community organizations to increase participation in the arts. "I'm sure we will find this seed money for arts and cultural partnerships positively affecting more people in more communities," says Arts Council executive director Gerri Combs. "We are creating a greater public value with fewer public dollars."

ABC grants require applications based on partnerships consisting of an organization and an artist and encourage multiple partnerships that can include community organizations (arts and non-arts), schools and local government agencies. Funded activities may include, but are not limited to residencies, the creation of new work, performances and exhibits, and significant public art forums that create meaningful dialogues. Successful grantees can receive up to \$5,000 in matching funds and artist residency fees may be paid up to \$7,500. **Interested applicants must file an *Intent to Apply* form by March 1, 2004 and *Application* by March 31, 2004**, for ABC projects occurring between July 1, 2004 and June 30, 2005.

Grant writing workshops will be held across the state to familiarize potential applicants with eligibility criteria and performance expectations of the Arts Build Communities program.

[View the ABC Program Guidelines and Instructions.](#)



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IMPROVEMENT AHEAD: KAC Challenge Grant Program Undergoing Revisions

With the support of the Wallace Foundation, the Kentucky Arts Council is undergoing an extensive self-examination of all its operations and programs. A key priority is to ensure that performance measurements and public value are clearly integrated and well substantiated in all areas. To that end, the following revisions are being made to the Kentucky Arts Council Challenge Grant application process.

The Performance Expectations, with the indicated percentages of significance, will now be:

- Value/Role of the Arts (50%)
- Delivery (25%)
- Responsiveness to Community (25%)

The Challenge Grant Program will continue as a matching grant program, and the funding formula for the program will be unchanged in the FY 2005 application cycle (the upcoming cycle), but will be revised in the FY 2006 application cycle. The FY 2005 application cycle will be a demonstration of the application process to be used in the FY 2006 cycle.

In the FY 2005 application cycle, all Challenge Grant applicants must submit complete applications by the February 1, 2004 deadline. No abbreviated applications will be accepted. The Challenge Grant panel meeting will be open to the public and applicants will be invited to audit the panel's discussions, and have the opportunity to respond to direct panel questions. The panelists will score the applications on the Performance Expectations (see above). The Arts Council staff will use the resulting application scores in a mock-up of the funding formula



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to be used in FY 2006, which will consist of applicants' scores multiplied by eligible income and a reduction factor to fund all applicants with the available funds for the program. Shortly after the panel meeting, applicants will receive notice of their application scores and the mock-up of the funding. The actual FY 2005 funding, however, will be based on the funding formula used in recent application cycles, which consists of a common percentage-match of applicants' eligible income.

The Challenge Grant Application Narrative has been revised. Much of the information called for is similar to what was required in recent applications, however, it will not be possible for applicants to simply update and "recycle" information submitted in the last application cycle. Applicants should include information on each bulleted item in the Application Narrative. Applicants' rankings will be compiled from the scores for all bulleted items, and items not addressed will adversely affect applicants' rankings.

Applicants are encouraged to include with their applications support materials such as video and/or audio cassette tapes that demonstrate the quality of performing arts, and slides that give evidence of the quality of visual arts. The required number of copies of certain application materials has been revised. Applicants should consult the Application Checklist to determine the number of copies required. To assist the Arts Council in updating its files, all applicants must provide the IRS Determination Letter for their organizations.

Applications from organizations that have failed to submit more than one final report to the Arts Council will not be considered for funding. All outstanding final reports must be submitted to the Arts Council before applications are mailed to the panel.

All Challenge Grant applicants are required to submit Intent to Apply forms. The deadline for Intent to Apply forms is January 1, 2004. As indicated above, the Challenge Grant Application deadline is February 1, 2004. Challenge Grant Program Guidelines, Instructions, and Intent to Apply and Application forms are available on the [Web](#), or by mail upon request.

For more information, please contact Daniel Strauss, Arts Program Branch Manager, at 888/833-2787, ext. 4804 or

dan.strauss@ky.gov.

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GRANT AWARDS 2003

AI Smith Fellowship Awards

MEDIA

COUNTY NAME	AWARD
JEFFERSON Ronald Schildknecht	\$7,500
TOTAL	\$7,500

VISUAL ARTS

Craft

COUNTY NAME	AWARD
BOYLE Judith Pointer Jia	\$7,500
WARREN Tom Bartel	\$7,500
OWEN Rebekka Seigel	\$7,500

Experimental

COUNTY NAME	AWARD
FAYETTE Matthew Weddington	\$7,500

Installation with video

COUNTY NAME	AWARD
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SHELBY Valerie Fuchs \$7,500

Mixed 2D

COUNTY	NAME	AWARD
JEFFERSON	Letitia Quesenberry	\$7,500
JEFFERSON	Gayle Williamson	\$7,500

Painting

COUNTY	NAME	AWARD
FAYETTE	Gary Noland Jr	\$7,500
WARREN	Yvonne Petkus	\$7,500

Photography

COUNTY	NAME	AWARD
MADISON	Mary Tortorici	\$7,500

Sculpture

COUNTY	NAME	AWARD
JEFFERSON	Suzanne Mitchell	\$7,500
JEFFERSON	Scott Massey	\$7,500
MADISON	Travis Townsend	\$7,500

TOTAL \$97,500

Professional Assistance Awards

MEDIA

COUNTY	NAME	AWARD
JEFFERSON	Morgan Atkinson	\$1,000
LETCHER	Tom Hansell	\$1,000

PIKE Elizabeth Barret \$1,000

TOTAL \$3000

VISUAL ARTS

Craft

COUNTY	NAME	AWARD
FAYETTE	Steve Armstrong	\$1,000
FAYETTE	Arturo Sandoval	\$1,000
MADISON	Felicia Szorad	\$1,000

Mixed 2-D

COUNTY	NAME	AWARD
HENRY	Reba Rye	\$1,000
WARREN	Brent Oglesbee	\$1,000

Painting

COUNTY	NAME	AWARD
FAYETTE	Gerald Ferstman	\$1,000
MCCRACKEN	Connie Noyes	\$1,000

Sculpture

COUNTY	NAME	AWARD
JEFFERSON	Keiko Akiyama	\$1,000

**Sculpture w
video**

COUNTY	NAME	AWARD
KENTON	Louis Larson	\$1,000

TOTAL \$9000**Teacher Initiated Program**

COUNTY	ORGANIZATION	AWARD
BARREN	Glasgow High School	\$1,050
BELL	Frakes Elementary School	\$525
BOONE	New Haven Elementary	\$1,050
BOONE	North Pointe Elementary	\$525
BOYLE	Jennie Rogers Elementary	\$1,050
BOYLE	Boyle County Middle School	\$1,050
BOYLE	Danville High School	\$525
BOYLE	Danville Bate Middle School	\$525
BOYLE	Danville High School	\$525
BRACKEN	Taylor Elementary	\$1,050
BREATHITT	Jackson City School	\$525
BREATHITT	Marie Roberts-Caney Elementary	\$525
BULLITT	Lebanon Junction Elementary School	\$1,050
CLAY	Laurel Creek Elementary School	\$1,050
CLAY	Burning Springs Elementary School	\$1,050
CLAY	Burning Springs/Laurel Creek FRC	\$1,050
ELLIOTT	Lakeside Elementary	\$525
ESTILL	Estill County High School	\$525
FAYETTE	Lansdowne Elementary	\$1,050
FLOYD	John M. Stumbo Elementary	\$1,050
FRANKLIN	Western Hills High School	\$525

GRAYSON	Clarkson Elementary School	\$1,050
GRAYSON	Lawler Elementary	\$1,050
HARDIN	Lakewood Elementary	\$1,050
HARDIN	T K Stone Middle School	\$1,050
HART	Cub Run Elementary School	\$1,050
HART	Bonnieville Elementary	\$1,050
HART	Cub Run Elementary School	\$1,050
HART	Munfordville Elementary School	\$1,050
HART	Munfordville Elementary School	\$1,050
HART	Bonnieville Elementary	\$525
JACKSON	Tyner Family Resource Center	\$525
JACKSON	McKee Elementary School	\$1,050
JEFFERSON	Luhr Elementary School	\$1,050
JEFFERSON	Moore Traditional High School	\$1,050
JEFFERSON	Home of the Innocents	\$1,050
JEFFERSON	Watterson Elementary School	\$1,050
JEFFERSON	Noe Middle School	\$1,050
JEFFERSON	Lassiter Middle School	\$1,050
JEFFERSON	Portland Elementary School	\$1,050
JESSAMINE	East Jessamine Middle School	\$1,050
JOHNSON	Meade Memorial Elementary	\$525
KENTON	Summit View Middle School	\$1,050
KENTON	White's Tower Elementary	\$1,050
KENTON	Thomas Edison Elementary	\$525
KNOX	Artemus Elementary School	\$1,050
LARUE	Magnolia Elementary	\$525

LAUREL	East Bernstadt Independent School	\$1,050
LAUREL	Cold Hill Elementary	\$1,050
LAUREL	Keavy Elementary School	\$1,050
LAUREL	Campground Elementary School	\$1,050
LETCHER	Kingdom Come Settlement School	\$525
LIVINGSTON	Ledbetter Elementary School	\$1,050
MADISON	Mayfield Elementary	\$525
MADISON	Mayfield Elementary	\$1,050
MADISON	Model Laboratory School	\$1,050
MORGAN	Ezel Elementary	\$525
MORGAN	Ezel Elementary	\$525
MUHLENBERG	Bremen Elementary	\$525
NELSON	Boston Elementary School	\$525
NELSON	Bloomfield Middle School	\$1,050
NELSON	Bloomfield Middle School	\$1,050
NELSON	New Haven Elementary	\$525
NELSON	New Haven Elementary	\$525
NELSON	Boston Elementary School	\$525
NELSON	Chaplin Elementary School	\$1,050
OLDHAM	North Oldham Middle School	\$1,050
OWEN	Owen County Elementary School	\$525
PERRY	Big Creek Elementary	\$525
PIKE	Majestic-Knox Elementary	\$1,050
PULASKI	Northern Middle School	\$525
RUSSELL	Jamestown Elementary School	\$1,050
SCOTT	Stamping Ground Elem. School	\$1,050

SCOTT	Garth Elementary School	\$525
SCOTT	Garth Elementary School	\$525
WARREN	Cumberland Trace Elementary School	\$1,050
WARREN	Alvaton Elementary School	\$525
TOTAL		\$66,150

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Arts Council News

Kentucky Arts Council Grants Panel Dates

The Kentucky Arts Council conducts open panel review processes for most programs. This means that applicants and other interested citizens may, and are encouraged to, attend panel meetings, listen to panelists' deliberations, and briefly respond to direct questions from panelists. Panel meetings during the first half of 2004 have been scheduled for the following programs:

Kentucky Arts on Tour February 12, 2004

Artists in Residence Artists Interviews February 20, 2004

Teacher Initiated Program March 2, 2004

Community Arts Development March 4, 2004

Performing Arts Directory April 20, 2004

General Operating Support I April 14, 2004

General Operating Support II April 15, 2004

Folk Arts Project Grants May 7, 2004

Arts Build Community Grants May 19 & 20, 2004

Challenge Grants May 11, 2004

For more information about panels for specific programs, please contact the appropriate program directors or Daniel Strauss, Arts Program Branch Manager, at 888/833-2787, ext. 4804 or dan.strauss@ky.gov.



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Arts Council News

DeLuca, Longtime Friend of KAC, Retires Involvement in the Arts Won't End

When the first issue of The Blue Moon made its debut in the summer of 1994, its author was none other than the Kentucky Arts Council's new Executive Director, Louis S. DeLuca, who had joined KAC the previous summer. Now, after nine years, a few title changes, and a long list of accomplishments for the arts and education in Kentucky, DeLuca is retiring.



Louis S. DeLuca

His career with the KAC started in the 70's when he worked as a consultant under previous Executive Director Nash Cox, followed by a stint as Executive Director of Kentucky Citizens for the Arts. A position as Director of the then Department of Education brought him back to state government, where he held various arts related positions until his retirement in November 2003 as Deputy Secretary of the Education, Arts and Humanities Cabinet.

DeLuca leaves a positive and deep impression on the arts in Kentucky. He says he is most pleased by the progress made in the state in arts education. "There was a fear it would come at the expense of the support of artists and arts organizations, but that didn't happen. We continued to support them fully. I was happy we could reach this balance and provide support for all



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the arts."

He is also pleased he was able to see the development of the Kentucky Artisan Center at Berea. The project started out as an idea in 1996 and became a reality when it opened its doors in 2003. Blending the arts and Kentucky heritage in projects like the Artisan Center and the Kentucky Folklife Festival represented a new direction for the arts in Kentucky, and one that DeLuca worked hard to support. "There was a time when cultural heritage planning was considered a part of economic planning in a community. I hope that will continue," he says, adding, "Kentuckians love their history and they love the arts."

DeLuca sees this transition more as a "shift" than a retirement and he plans to continue to support his favorite art projects, like the Artisan Center in Berea where his wife, Victoria Faoro, serves as Director. He also plans to pursue other interests, including writing. It's interesting to note that not only did DeLuca write the first few issues of the Blue Moon, he also selected its name based on a line from Bill Monroe's classic song "Blue Moon of Kentucky." In the song, Monroe sings "blue moon of Kentucky keep on shining" and Lou, we wish the same for you.

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The Arts in Education

National Association of State Boards of Education Issues Report on the State of Arts and Foreign Language Instruction in the U.S.

Arts and Foreign Language instruction has been marginalized and is increasingly at risk of being completely eliminated as part of the public schools' core curriculum. With most states emphasizing accountability in only a few academic subjects--primarily reading, math and science--there is a growing fear that schools are narrowly focusing on those subjects at the expense of other important components of a comprehensive education, such as the arts and humanities.

The Complete Curriculum: Ensuring a place for the arts and foreign languages in American's schools, a new report from the National Association of State Boards of Education (NASBE), provides a look at the state of arts and foreign language instruction across the country, a review of the overall benefits of arts and language study, and recommendations for policymakers on how to ensure a complete curriculum in schools.

To order this publication go to www.nasbe.org and click on Recent Publications.

NEW PARTNERSHIP FOCUSES ON THE IMPORTANCE OF THE ARTS IN AMERICA'S SCHOOLS

Earlier this year, Americans for the Arts joined with over 25 organizations in SupportMusic.com, a national coalition of



concerned individuals and organizations working to assure that music and the arts remain central to a child's education. This coalition continues to grow as more advocates for the arts join in the group's efforts. Visit www.SupportMusic.com to learn more about this partnership and to discover ways that you can fight to keep music and the arts in schools.

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The Kentucky Collection: Product Development Work Continues

It's hard to believe that three years has passed since the Kentucky Collection (KC) was premiered in 2001. Now, as the pilot phase comes to an end, plans are underway to advance the work of this and other activities of the Kentucky Craft Marketing Program's (KCMP) product development initiative. In October of 2003, the Product Development Committee convened to review projects to date and to discuss research on these activities conducted by Kris Palmgreen, an intern with the KCMP, from the Master of Public Administration Program at the University of Kentucky.



Kris Palmgreen, an intern from the University of Kentucky, talks with Judy Geagley, one of the Platinum 10 participants, about her handmade bears.

The hands-on work with the eleven pilot retailers of the KC has given impetus to the further development of this program. "The Kentucky Collection has given us insight into the retailer's needs and desires which we really didn't have before," said Vallorie Henderson, Buyers Services Coordinator. The KCMP will continue to work in-depth with the current eleven Kentucky Collection stores, adding additional pilots on a selected basis.



The showroom, which allowed easy access for retailers to place orders with the over one hundred KC vendors, will also be made available by appointment to other retailers outside of the Kentucky Collection stores. The showroom is presently located in the Old State Capitol Annex.

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While continuing its work with the retailers, the KCMP will now focus more direct attention to the vendors who participate in the Collection. "We want to be able to provide feedback that we have received from the retailers to the artists, craftspeople, musicians, food producers and publishers on how they can strengthen their products or packaging to create more sales for everyone," says Nancy Atcher, Product Development Coordinator. This hands-on work has already been in progress since April with the Platinum 10, a select group of ten craft and art businesses who are represented in the Collection, in an attempt to address the individual issues of product development with varying types of businesses. The KCMP expects to develop a mentoring network to provide individual assistance on various issues associated with product development, such as production issues, marketing and packaging. Educational opportunities on product development will continue through an ongoing partnership with the Kentucky Guild of Artists and Craftsmen. Product development grants continue to be available to artisan businesses that wish to partner with retailers on specific development a new product. The KCMP is also pursuing corporate buyers who need customized items and, in turn, working with the craft and art businesses to aid them in providing those items.

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Local Gospel great John Edmonds and his gospel Truth performing at Kentucky Museum during the Kentucky Folklife Conference November 14th, 2003. Photo by Stuart Burrill.



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Festival Overview

The 2003 Kentucky Folklife Festival was held in Frankfort this past September 25th-27th. The three-day festival remains the



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most visible state-wide educational event presented by the Kentucky Folklife Program and continues to feature a wide and diverse range of the commonwealth's living traditions. For those of you who attended last fall's festival the new event layout (incorporating more inclusively the historic downtown area of the capitol city) lent an air of intimacy and accessibility to this showcase of Kentucky cultural heritage.

New thematic areas this past year included a Community Crossroads Area on the Old State Capitol grounds where a larger concept of "What is a Community?" was addressed. For the year leading up to the festival the KFP staff worked side-by-side with various ethnic and regional groups to learn about folk traditions unique to each community and make decisions about which traditions to present and how each tradition could be best interpreted for this educational event. Communities that were featured at this year's festival included Latino groups from Central Kentucky, an East Indian community in Louisville, the Deaf and Hard of Hearing community of Kentucky, the Carcassonne Community Center from Blackey, Kentucky, and the newly formed Mammoth Cave Basketmakers Guild from Hart, Edmonson and Barren Counties.

During the festival, the evening concerts continued to draw on some of the best of our state's wide range of folk performers. During Friday night's Chance to Dance concert festivalgoers had the opportunity to practice a few steps along with East Indian, square and Latino dancers. Saturday's special tribute concert to local bluegrass great J.D. Crowe was a great success with thousands of music fans enjoying the fantastic stage



The Folklife Festival's finale concert was a tribute to the music of Kentucky's own bluegrass great J. D. Crowe. Current members of his band, The New South, Dwight McCall (left, mandolin) and Ricky Wasson (right, guitar) call Crowe (center, banjo) to the stage. Photo by Kentucky Historical Society.

lineup that included along with Crowe, Dale Ann Bradley and Coon Creek and Don Rigsby and Friends.

The feedback received by KFP from teachers who visited the festival with their classes has been overwhelmingly positive. Many believed the new more concentrated site assisted in allowing their students to take in more of the festival. The growth of traditional dance, always a favorite for students, was another area that was heralded as much improved for the schoolchildren.

The Kentucky Folklife Festival is a special event. Throughout its history it has been a vehicle with which we have shared with the public our program's ongoing state-wide folklife documentation, given Community Scholars the chance to present their regional work to a wider audience, and assisted a multitude of traditional artists in presenting their culture.

Folklife Conference a Success!

The Kentucky Folklife Conference took place November 14-15, 2003 on the campus of Western Kentucky University. This conference, planned through a growing collaboration between [Graduate Program in Folk Studies at WKU](#) and the Kentucky Folklife Program, brought together a range of individuals who are both actively involved in folklife/folklore research and documentation and those who are simply curious about the field. Activities that took place at the conference included workshops on presenting folk artists, issues relating to folklife documentation, and how to build a folklife archive.



Kentucky Folklife Program's Brent Bjorkman, WKU's Professor of Folk studies Erika Brady and Louisville's John Gage conduct a presenters workshop at the Kentucky Folklife Conference. Photo by Stuart Burill.

One of the major goals of this conference was to find out if there might be an interest to start a folklife association in the state. An advisory council was formed following the conference, in order

to oversee the development of a folklife association. Contact the KFP if you are interested in future involvement in this effort.

Mammoth Cave Basketmakers at this year's Kentucky Crafted: The Market

For generations, the basketmaking traditions of South Central Kentucky have remained a source of regional pride and sustainability for many area families. At this year's Market join the Kentucky Folklife Program in the featured demonstration area as they present some of the very best traditional artists working in this community-based craft today. On Thursday and Friday (February 26th and 27th) Market visitors can learn about Kentucky basketry by viewing the newly created traveling exhibit that emphasizes materials and the working process of this folk art form. On Saturday and Sunday (February 28th and 29th) this area will include several members of the newly formed Mammoth Cave Basketmakers Guild who will demonstrate their construction techniques using regional materials and locally learned skills. This is an exciting Market event that is not to be missed! For more information about the Mammoth Cave Basketmakers' Guild visit their [website](#).

Learn more about [Kentucky Crafted: The Market 2004](#), which will be held at the Kentucky State Fairgrounds on February 26-29th, 2004.

Deadline for Folk Art Grants Approaches!

Last year, with the financial help of the KAC, the folklife program was able to fund over 25 Folk Arts Project, Tour of Kentucky Folk Music and Folk and Traditional Arts Apprenticeship grants. Below are brief overviews of the granting categories and examples of past grant projects. *Please Note: The addition of An Intent to Apply deadline has been added for the Folk Art Project this year.*

[Folk Art Project Grants](#): Project grants

help community organizations identify, document, conserve, and/or present traditional cultures. Grants can support a wide range of activities including, but not limited to, regional surveys, festivals, concerts, tours, conferences, exhibits, community residencies, teacher training, and audio and video recordings. Successful past grantees in his category have included such projects as folk artists and musicians in schools, student-directed oral histories of community topics, regional traditional arts exchanges, and many many more! The KAC funds up to half of the total project cost and requires a one-to-one match.
**Intent to Apply Due March 1st 2004 -
Deadline: March 31st, 2004.**

[Folk and Traditional Arts Apprenticeship](#)

Grants: These grants encourage the perpetuation of Kentucky's living traditions by enabling a master artist to share his/her knowledge and skills with a less experienced artist. This grant is intended to provide an opportunity for the apprentice to advance his or her skills and is not intended for training at a beginner or intermediate level. Prospective master and apprentice artists must apply as partners. This past year's master grantee's include white oak basketmaker Leona Waddell, Banjo player Russ Childers, Western Kentucky thumbpicker Steve Rector and fiddle player Art Stamper. Funds in this category are used to provide the master artist with a stipend and cover travel expenses for up to one year of study.
Deadline: March 31st, 2004.

The staff of the Kentucky Folklife Program welcomes inquiries about these granting opportunities. Please contact our office about possible ideas for grants prior to the deadline dates listed above.



James Walker of Bowling Green leads Folklife Conference participants on a tour through the newly re-constructed State Street Baptist Church. Located in the historic Shake Rag neighborhood, this church continues to act as the cultural hub of many local cultural activities. Photo by Stuart Burill.

Louisville Bluesman, Folklife Festival Favorite, Fred Murphy, Passes Away

Louisville bluesman Fred Murphy died peacefully on November 8 at Jewish Hospital at the age of 84. Over the years, Fred and the 10th Street Blues Review has been a popular mainstay of numerous programs and events of the Kentucky Folklife Program. Just this past September, Fred made one of his last public appearances at the Kentucky Folklife Festival. The festival was an event that Fred especially enjoyed, and festival-goers appreciated his talent each time he played. He will be missed by the staff of the KFP, as well as by countless fans in Kentucky and beyond.



Fred Murphy and the 10th Street Blues Revue performing at the Festival. Murphy (center) along with Bill Bird and Pen Bogert are representative of the strong blues tradition of Kentucky. Photo by Kentucky Historical Society.

For more information about the life and music of Fred Murphy, visit [Louisville Music News](#).

Contact the Folklife Staff:

Call toll free: 1-888-833-2787 or e-mail:

Director Bob Gates bob.gates@mail.state.ky.us

Folklife Specialist Brent Bjorkman

brent.Bjorkman@mail.state.ky.us

Folklife Specialist Mark Brown mark.brown@mail.state.ky.us

Visit the [Kentucky Folklife Program](#) on the Web

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Around Kentucky

Public Art Selected for New State Transportation Building

Working in partnership, the Kentucky Arts Council, the Transportation Cabinet and the Finance and Administration Cabinet have awarded commissions for two public works of art for the new State Transportation Building in Frankfort.

Tony Higdon and Erika Strecker's work "Nexus" was selected for the Gateway site, which stands at the intersection of Mero, Holmes and High Streets. The stainless steel structure, which curves to a height of 40 feet, is an ode to visionaries, an homage to people who have spawned great ideas. Nexus speaks to humankind's drive to be adventurous, to create, to fly, to cross bodies of water and to explore.

Both Higdon and Strecker are Lexington sculptors, blacksmiths and metalsmiths who have collaborated on other public art projects, including a large piece they recently proposed for the Clearwater Courthouse in Pinellas County, Florida.

University of Kentucky Professor Garry Bibbs was awarded a commission for his work "Now Get," a piece that will stand on the plaza near the main entrance to the new Transportation Cabinet Building. This 20' x 25' stainless steel sculpture consists of two columns topped by a futuristic bridge and car and represents current and future modes of travel, transportation and technology.



Model of "Nexus" selected for the Gateway site by Tony Higdon and Erica Strecker.



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Model of "Now Get" selected for plaza near main entrance by Garry Bibbs.

Bibbs' has created many public sculptures including pieces for the University of Kentucky, the Kentucky Center for African-American Heritage and the Kentucky Commission on Human Rights. His work has also been exhibited at the Smithsonian Institution's Anacostia Museum, located just outside of Washington, D.C.

In April 2003, the three cabinets invited artists across the state to submit proposals for these commissions. A panel including representatives of various state agencies, the arts community and the local community, selected the winners on October 1, 2003. Final installation of the pieces will be completed by September 2004.

[For other Kentucky Government sites visit:](#)



Thresholds: Expressions of Art & Spiritual Life

On December 4, 2003, Thresholds: Expressions of Art & Spiritual Life, an art exhibition sponsored by the Kentucky Arts Council, the Florida Division of Cultural Affairs, the North Carolina Arts Council, the South Carolina Arts Commission and the Tennessee Arts Commission, opened at twelve venues in Charleston, South Carolina. The exhibit included the work of 53 artists from these five states and was one of the centerpiece activities organized as part of the National Assembly of State Art Agencies Annual Conference. The four-day conference, which took place from December 4th through 7th, attracted about 400 arts professionals from around the country.

The Kentucky Arts Council was very pleased to have ten Kentucky artists included in the Thresholds exhibition. In preparation for the exhibit, nominations of artists were requested from various Kentucky curators and gallery directors. Nominated artists were then invited to submit their work for review by Curator, Eleanor Heartney. Heartney is a nationally recognized independent cultural critic and curator from Queens, New York.

Her writing and curatorial work have focused on national and international issues in contemporary art. A contributing editor for Art in America and Artpress, Heartney has also written articles for ArtNews, New Art Examiner, Washington Post, Sculpture and Contemporania. She is a former visiting critic with the Rhode Island School of Design, Maryland Institute, Northwestern University, Cornell and Tyler School of Art, among others.

Heartney selected multiple works from the following Kentucky artists for the exhibit: Ronald Cooper (Flemingsburg), Mary Craik (Louisville), Gaela Erwin (Louisville), Diane Kahlo (Lexington), Christine Kuhn (Lexington), Ben Mansur (Cynthiana), Robert Morgan (Lexington), Mathew Stacy (Owingsville), Arturo Alonzo Sandoval (Lexington) and Lavon Van Williams (Lexington).

Charleston, often referred to as the Holy City, was settled on principles of religious tolerance and diversity. With more than 400 places of worship, religion is deeply embedded in Charleston's history, making it a logical stage for dialogue about religious practices. Thresholds is comprised of artworks inspired by religious belief and spirituality. The core exhibition at the City Gallery at Charleston's Waterfront Park was augmented by off-site exhibitions at religious institutions in the city. These included: St. Mark's Episcopal Church, McAlister-Smith Funeral Home, Circular Congregational Church, St. Johannes Lutheran Church, Second Presbyterian Church, Morris Brown AME Church, Grace Episcopal Church, Congregation Beth Elohim, Fielding Home for Funerals and the Morris Street Baptist Church.

Thresholds will remain on exhibition in Charleston, South Carolina until February 1, 2004. The exhibit will then tour the five-state region. The Kentucky Arts Council looks forward to announcing the dates for the Kentucky exhibitions.

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AMERICANS FOR THE ARTS JOB BANK

Americans for the Arts has launched the [Job Bank](#), a national online service featuring searchable resumes and job advertisements as well as links to resources in the arts field. On this sight you can:



- Post job advertisements at no charge during the Job Bank's preview year and see how many people you can reach through Americans for the Arts.
- If you are looking for a job, post your resume and showcase your skills to prospective employers.

NATIONAL ENDOWMENT FOR THE ARTS' RESEARCH REPORT OFFERS NEW INFORMATION ON DANCE

Raising the Barre examines geographic, economic and financial trends for nation's dance companies



The National Endowment for the Arts released a new research report recently, Raising the Barre: The Geographic, Financial, and Economic Trends of Nonprofit Dance Companies. Among the developments the report examines are the growth and decline in the number of dance companies, their geographic concentration, and the generation of earned and unearned income. The report's study period is 1987 to 1997, a period of significant change for dance including the 1990-91 recession, the end of the "dance boom," and decreases in the availability of funding.



[View the full press release.](#) A PDF file of the report is downloadable from the press release.

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FUNDING OPPORTUNITIES

NATIONAL ENDOWMENT FOR THE ARTS

www.arts.gov

Deadline: February 2, 2004. Translation Projects: Poetry
Deadline: March 1, 2004. Creative Writing: Fiction and Non-Fiction
Deadline: March 3, 2004. Creative Writing Fellowships: Poetry

AMERICAN HONDA FOUNDATION

www.hondacorporate.com

Deadline: February 1, 2004. The American Honda Foundation makes grants to K-12 schools, colleges, universities, trade schools, and others for programs that benefit youth and scientific education. The Foundation is seeking programs that meet the following characteristics: dreamful (imaginative), scientific, creative, humanistic, youthful, innovative, and forward thinking.

MR. HOLLAND'S OPUS FOUNDATION

www.mhopus.org

Deadline: ongoing. MHOF is accepting applications from K-12 school and community music programs that need new and refurbished musical instruments and/or instrument repairs.

CLASSICS FOR KIDS FOUNDATION

www.classicsforkids.org

Deadline: ongoing. CFKF provides matching grants for instruments, mentoring services, performance programs, and lending of fine instruments to support music programs for youth.

Community Arts Resource Center

A new website provides information to help manage and build your arts organization, and is filled with tools for funding,

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organizational development, marketing, and more.

Visit the Midwest's NEW [Community Arts Leaders Resource Center](#) developed by the Illinois Arts Alliance Foundation and

- Find valuable information to help build your arts organization.
- Contribute links to your favorite websites, articles, and consultants using our interactive Suggestion Box.
- Provide feedback with just the click of your mouse.
- Download information about funding, organizational development, marketing, and much, much more.

Self-Help Accounting for the Volunteer Treasurer Now Available!

The Volunteer Management Audit is a tool for analyzing the effectiveness of an organization's approach to and procedures for involving volunteers. It's designed to be administered by a team of staff and volunteers. The 2003 update of Self-Help Accounting: A Guide for the Volunteer Treasurer is a how-to guide for non-accountant volunteers who are treasurers of a small organization (or chapter of a larger one).

www.energizeinc.com/bookstore.html

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Kentucky START Update

Performing Arts Centers Grants Announced by the Kentucky Arts Council

The Kentucky Arts Council has awarded \$10,000 grants to five Kentucky performing arts centers to increase public participation in the arts. The Paramount Arts Center in Ashland, the Pennyroyal Arts Council in Hopkinsville, Glema Mahr Center for the Arts in Madisonville, UK Research Foundation/Singletary Center for the Arts in Lexington and the Kentucky Center for the Arts in Louisville will use the grants to establish or enhance programs to broaden, deepen and diversify community participation in the arts.

Working with the Glema Mahr Center for the Arts in Madisonville and the Paramount Center in Ashland, the [Kentucky Center for the Arts](#) will use the grant award to begin a Co-Presenting program for the 2003-04 season that will bring regional jazz artists to their communities as a multi-level audience development program. The Co-Presenting program will focus on broadening the audience of participating organizations by educating the community about jazz, increasing the marketing presence for the programs and insuring the facilities are accessible to accommodate the widest possible audiences.

The [Singletary Center for the Arts](#) will use the grant award to upgrade on-line ticketing capabilities, and computer hardware



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and software. The Singletary Center sought the grant to enable it to continue to develop its audience and make ticketing more accessible.

The [Paramount Arts Center](#) will use the grant award to present Jazz on the Road, a series of four Kentucky musical groups performing various styles of jazz. Performers for the series include the Steve Crews Trio, Jerry Tolson Quartet, Dick Sisto Quintet and the Ron Jones Quartet who will perform in a cabaret style setting. Working in partnership with The Kentucky Center in Louisville, The Paramount Center also plans to offer master classes and lecture demonstrations for high school students, teacher program guides and educational materials for series' audiences.

The Pennyroyal Arts Center, Inc. (PACI) will use the grant award to initiate an extensive marketing study, develop a marketing plan and implement a plan to further diversify its audience.

The [Glema Mahr Center for the Arts](#) will use the grant award to help produce three community theatre presentations for the 2003-2004 season: Greater Tuna, To Kill a Mockingbird and Oliver.

These awards were made possible by the State Arts Partnerships for Cultural Participation (START) initiative, a national program funded by the [Wallace Foundation](#). The Wallace Foundation is a New York based, national foundation that seeks to create opportunities for people to enrich themselves through better schools, enhanced community activities and participation in the arts. Kentucky was one of just 13 states chosen to participate in the START initiative, and was awarded a START grant of \$500,000 over a three-year period.

"Arts organizations play a vital role in their communities by enhancing education, providing a sense of community and maintaining the cultural heritage that is unique to Kentucky," said Kentucky Arts Council Executive Director Gerri Combs. "These grants will enable our performing arts centers to continue to broaden their audiences, further extending the benefits of the arts in their communities."

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Message from the Director



Happy 2004! Let's hope that this year brings economic stability to the commonwealth so that the arts can grow and flourish once again.

I was recently elected to the board of our national service organization, the [National Assembly of State Arts Agencies](#) (NASAA).

State arts agencies, like the Kentucky Arts Council, in our 50 states and 6 territories are eligible for membership. I share this with you because I feel that you should know more about NASAA and its service to the state arts agency field, and I want you to know how proud I am to represent a state composed of such great artists and arts organizations.

NASAA focuses its objectives into seven major categories: Arts Policy, Advocacy, Research and Information, Leadership, Communications and Administration/Governance. At one time or another, the Arts Council has called on and received assistance in most of these areas. NASAA is an extremely important resource for keeping us knowledgeable about current trends, providing research on specific issues, and developing effective advocacy tools which we in turn can pass on to you, our constituents. The Arts Council is also the beneficiary of the strong partnership that NASAA maintains with the National Endowment for the Arts. NASAA represents state arts agencies with a clear, unified and visionary voice. I credit NASAA with the recent success in increasing the NEA budget. As you may know, state arts agencies receive 40% of the NEA allocation from the federal budget.

Several members of our staff and board just attended NASAA's annual conference where the theme was Old Traditions - New Directions. It was a timely theme, because on returning home,



we found that the Kentucky Arts Council had been reassigned from the Education, Arts and Humanities Cabinet to the Commerce Cabinet. We will indeed have the opportunity to apply new thinking and forge new partnerships around the traditional programs and services of the Arts Council. We are grateful that NASAA has the expertise and stands ready to support us in this new venture.

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"Only through art can we get outside of ourselves and know another's view of the universe which is not the same as ours and see landscapes which would otherwise have remained unknown to us like the landscape of the moon."

--Marcel Proust

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